

Naturally  
designed  
for real  
results.

[madebyradius.com](https://madebyradius.com)



**RADIUS®**

# BIGGER CLEANING FOR A BETTER WORLD

Better for your mouth and our environment



**CLEAN IS WHAT COUNTS**  
Real results drive consumer loyalty



**MAKING EVERYDAY BETTER**  
Innovative, luxurious portfolio for complete oral care regimen



**SUSTAINABLE FROM THE START**  
We engineer and innovate with the full product lifecycle in mind.



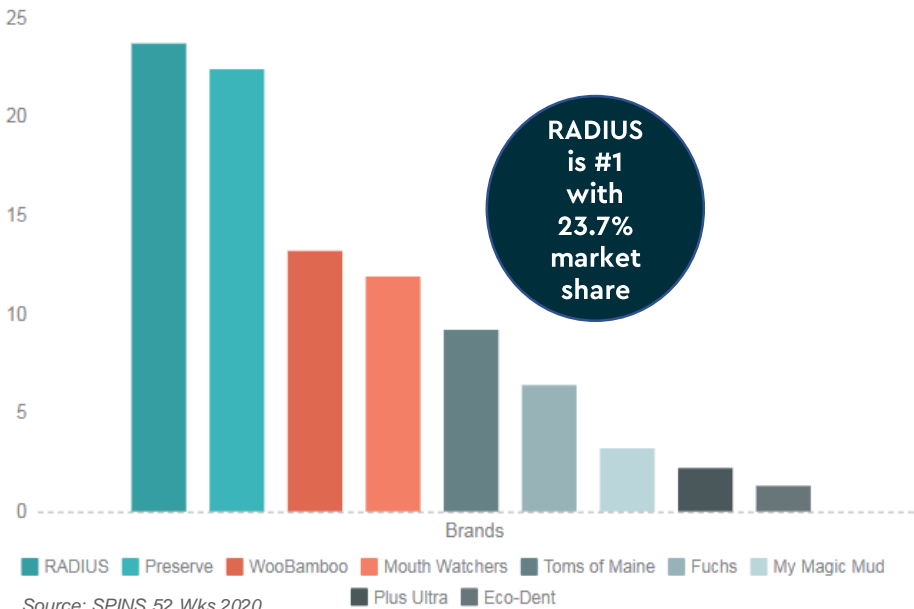
**PROUD TO BE HOMEGROWN**  
Independently women-owned and family-run in historic silk mill.

5 Star  
Amazon Reviews  
★★★★★



Inspired by nature

## RADIUS Leads the Way in Natural Oral Care



RADIUS SITS AT A  
**UNIQUE POSITION**  
IN THE ORAL CARE INDUSTRY



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# LOGICAL SUSTAINABILITY

## Our 2020-2021 Logical Sustainability Mission

RADIUS has used plant-based plastics since 1982.

Our goal is to have the entire RADIUS portfolio be bio-based and biodegradable by end of 2021. All packaging will be recycled and/or bio-based and biodegradable as well.



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# VERTICALLY INTEGRATED

RADIUS is a premium, bespoke manufacturer that's vertically integrated. We are in Kutztown, Pennsylvania USA. Our products are made in-house. We are a large capacity manufacturer with flexibility to produce just in time.



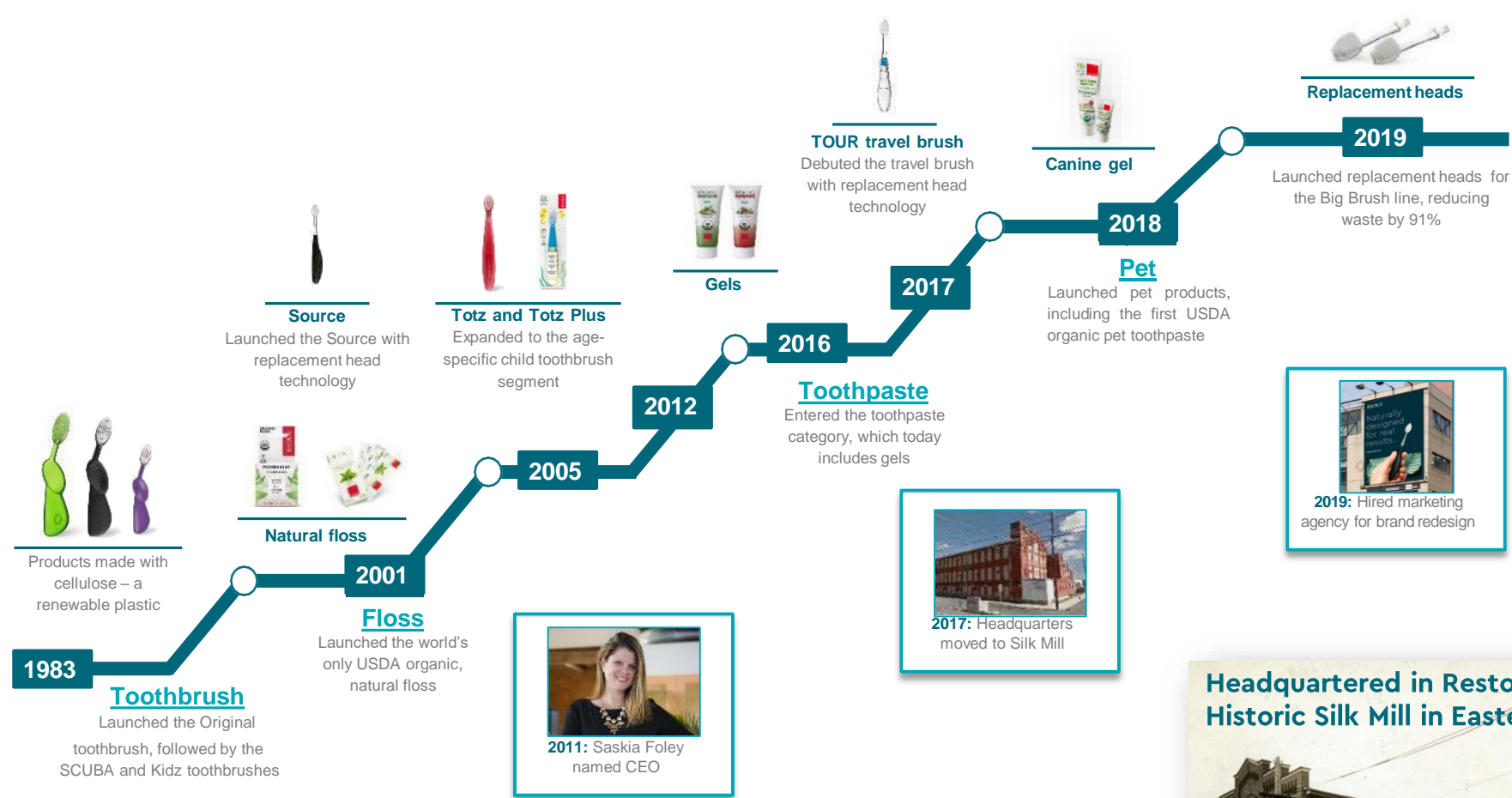
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# RADIUS HAS BEEN AN INNOVATOR IN ORAL CARE FOR OVER 35 YEARS



**Certified Woman-Owned and Family-Run Company**



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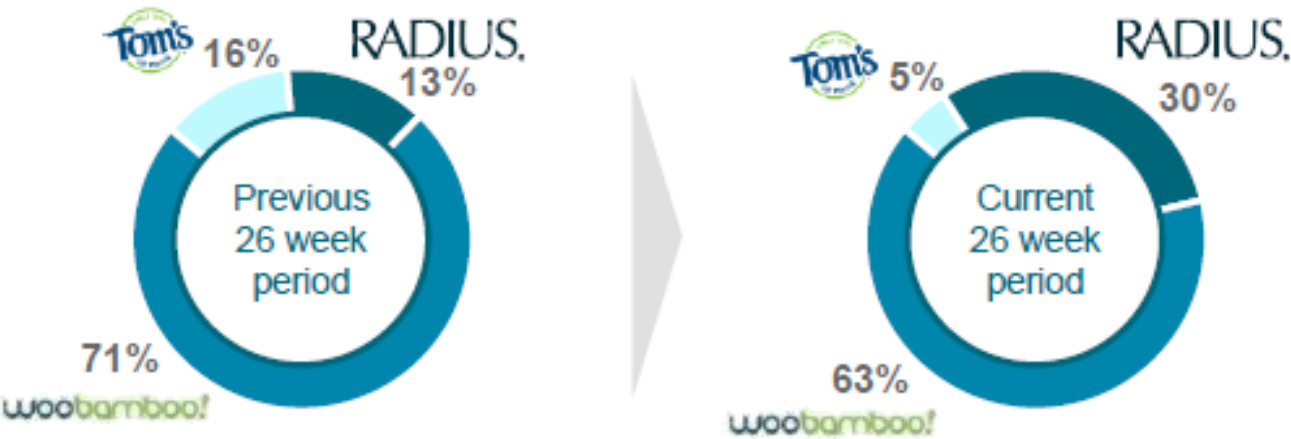
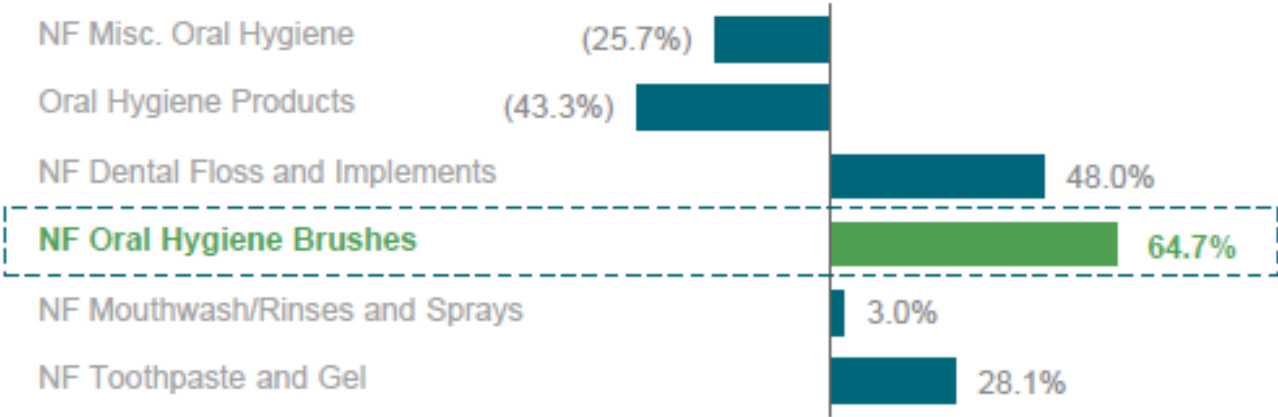
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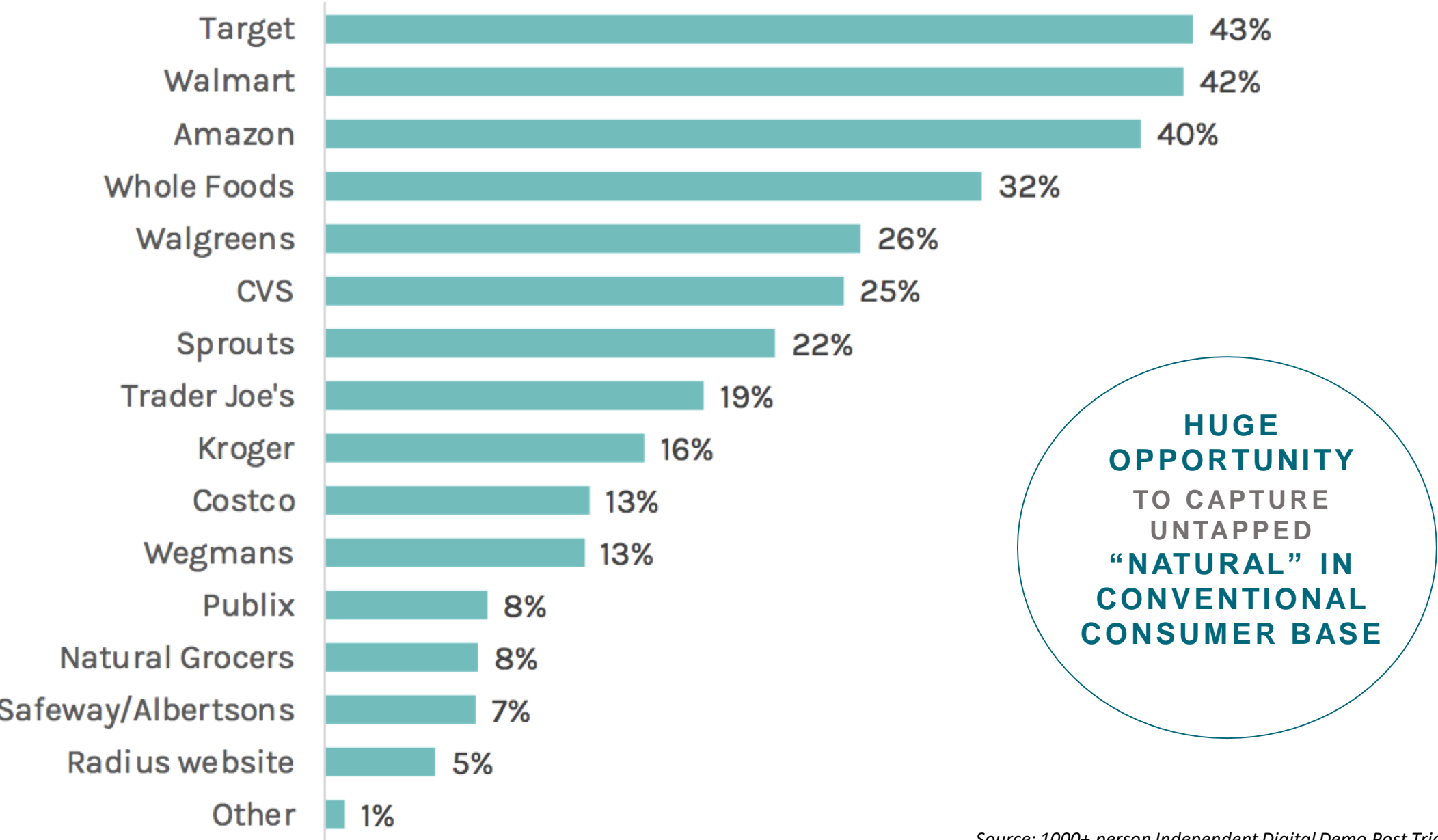
# FASTEST GROWING ORAL CARE BRAND IN TOP FDM ACCOUNT

- Triple digit sales growth
- Fastest growing toothbrush in oral hygiene category
- Double market share overtaking Tom's of Maine in Toothbrush

Toothbrushes are the **fastest growing** sub-commodity in NF oral hygiene products over last 26 weeks



# CONSUMERS WANT TO FIND RADIUS AT CONVENTIONAL RETAILERS



Source: 1000+ person Independent Digital Demo Post Trial Survey

# RADIUS



Our Consumers &  
Product Offerings





# CONSUMER RATING CONTINUES TO INCREASE – TOP RANKING!

Organic Toothpaste

5 Star  
Amazon Review




RADIUS

“NURTURING TO MY MOUTH HEALTH.

*This product is so great. My mouth actually felt healthy rather than ravished like it has felt for many years using conventional toothpaste created for bubble and flash. I so appreciate having this product that has no “junk” in it.*



”



“GREATEST TOOTHBRUSH EVER.

*I love my RADIUS Toothbrush... I've been using the RADIUS Toothbrush for over 19 years. I feel it's an essential part of keeping my mouth fresh and teeth clean!*

”

-Timothy R. Dudley

Adult Toothbrush Collection

4-5 Star  
Amazon Review



Children’s Toothbrush Collection

4-5 Star  
Amazon Review



“PERFECT.

*Great toothbrush. My daughter had an easy time using it. It was small enough to get to the hard to reach teeth in the back. It was super easy for her to hold and held up well.*

”

-Chrissy F.



#1 CHILDREN'S TOOTHBRUSH ON AMAZON

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# RADIUS ATTRACTS THE RIGHT CONSUMER FOR THE RIGHT REASONS

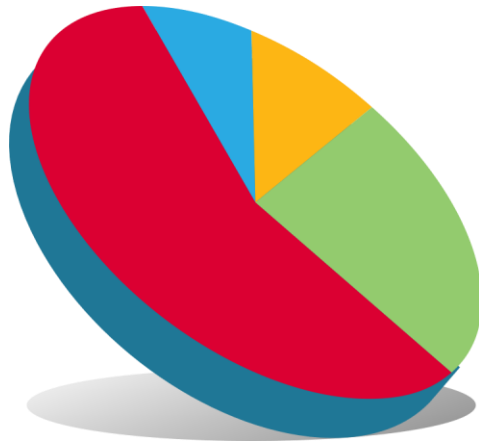
## Real Results

Consumers agree! Real Results are the biggest reason to buy RADIUS®

### CONSUMER SURVEY RESULTS: Why do you love your RADIUS products?

#### SUPERIOR CLEANING ●

- Design/Unique Features ●
- Company Values ●
- Eco-Friendly ●



Source: 3000+ RADIUS User Audience Panel

**94%** Customer retention. When they try, they buy!

## THE CONSCIOUS CARER

### Demographic:

- Age: 35- 54 (Older Gen Y & Gen X Consumer)
- Gender: Female
- Income: \$65K+
- Education: Undergraduate/Graduate Levels
- Occupation: Management
- Ethnicity: Caucasian, African American, Hispanic, Asian
- Marital Status: Married or Not
- # of Children: 0 - 2+

### Persona:

- Seeks premium health and wellness services and consumables
- Seeks a healthier more natural way, in nutrition and elsewhere
- Seeks convenience and is open to new things
- Values a life of purpose and passes that to her children
- Not willing to accept the status quo
- Makes waves and isn't bashful to stand for what's right
- Believes a clean mouth and good manners are where it all starts

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SUSTAINABLY  
DESIGNED &  
PRODUCED

## TOTZ PLUS BRUSH (AGES 3+)

- None of the nasties - 100% BPA free and only uses FDA- approved colors and materials
- Safe brush head - Smooth oval brush head won't cause harm to sensitive teeth and gums
- Kid-friendly bristles - Totz Plus' 4,500 soft, vegetable-derived bristles are gentle enough for smaller teeth and gums, but tough enough to get the job done
- Easy for small hands to grip Accommodates the development stage when a child's hand-size increases but its mouth and tooth size remain the same

4.6 stars

Amazon customer rating



**Perfect!** I started off using the little banana-shaped toothbrush, but switched to these when my daughter was getting too big for it. I was shocked to see that when I brought out the brand-new toothbrush, she immediately became and has remained much more cooperative about brushing her teeth!



### PRODUCT DETAIL

**Product Type:** Toothbrush, Child

**Category:** Oral Care

**MSRP** \$4.49

**UPC :** 085178001172

**Item #:** 015

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93%

REDUCED PLASTIC  
WASTE  
CONSUMPTION



## BIG BRUSH WITH REPLACEABLE HEAD

- The extra big brush head and funky, angled handle protect enamel and eliminate receding gums
- Soft bristles delicately brush sensitive gums and reduce bleeding
- Cellulose propionate handle sourced from renewable timber, and plant-based bristles

4.5 stars

Amazon customer rating



### GREATEST TOOTHBRUSH EVER

*I love it!, soft bristles that makes brushing a pleasure. I specially love the size of the brush. I don't think I would buy any other toothbrush anymore!*



### PRODUCT DETAIL

**Product Type:** Toothbrush

**Category:** Oral Care

**MSRP** \$10.99

**UPC RIGHT HANDED:** 085178000083

**Item #:** 100

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93%  
REDUCED PLASTIC  
WASTE  
CONSUMPTION



# SOURCE SOFT BRUSH WITH REPLACEABLE HEAD

- Impeccably designed and environmentally conscious, with replaceable head, upcycled handle and patented bristle design
- Replacement heads last 3-6 months, not the typical 1-3 months
- Head is reversible with both right and left handle

5 stars

Amazon customer rating



Love it!

"This toothbrush has the softest bristles I've ever felt, yet it still feels like it does a great job cleaning. The ergonomic handle is comfortable in your hand & I love that the top bristle part is replaceable, while you keep the handle so it reduces waste in landfills. Overall a fantastic toothbrush & I think the one I'll keep for life.

Available in unique materials such as United States Currency, Hemp, Starch, Paper, Wood



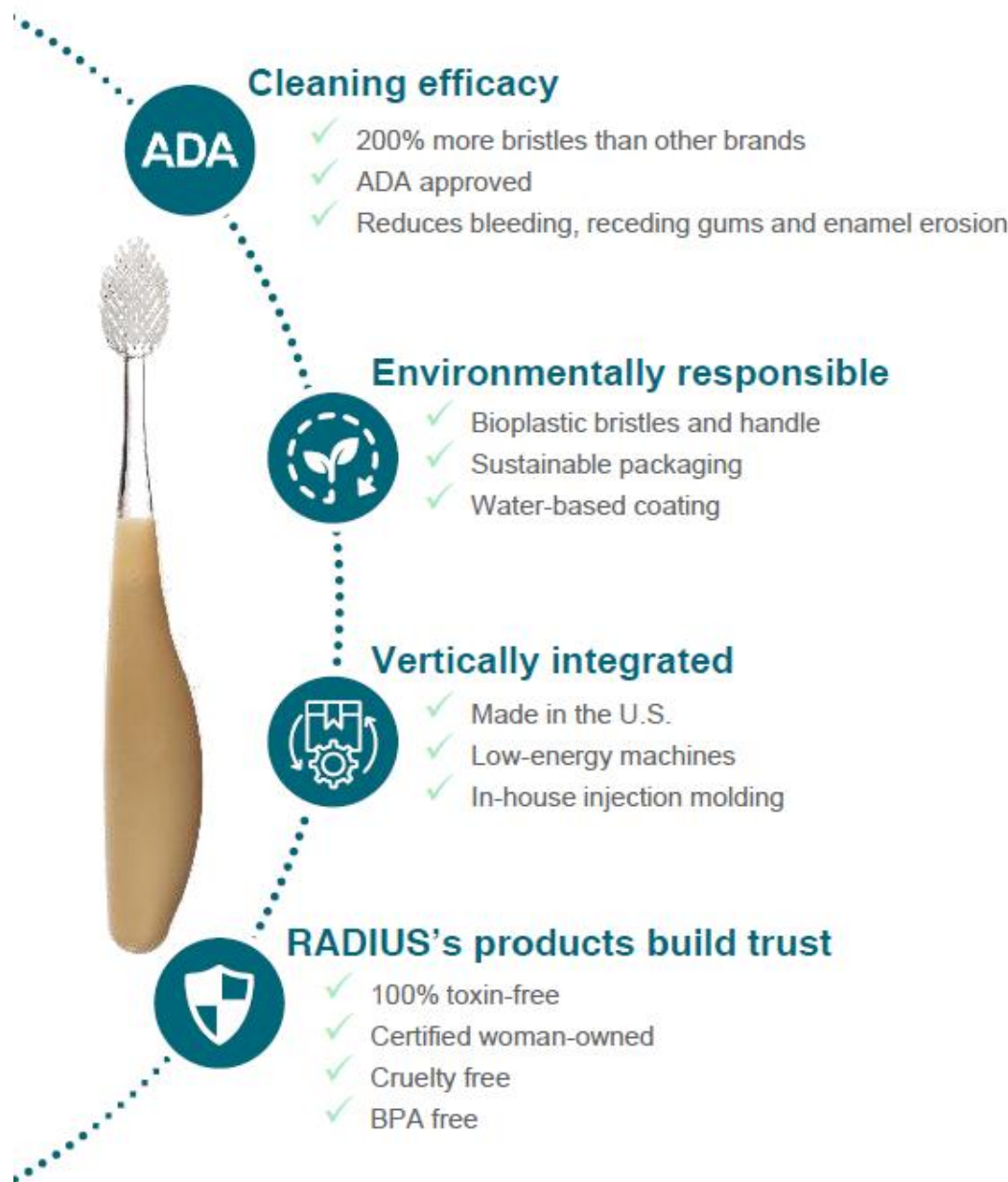
**PRODUCT DETAIL**  
**Product Type:** Toothbrush  
**Category:** Oral Care  
**MSRP:** \$9.99  
**UPC Soft:** 085178000656  
**Item #:** 150

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# RADIUS BEATS COMPETITORS IN NATURAL PROFILE



## Woobamboo! Toothbrush

*Made in China*

- ✗ 2-3 month lifespan increases turnover and waste byproduct
- ✗ Handle and packaging will inevitably end up in landfills
- ✗ Bamboo restricts the quality of bristles' design and efficacy
- ✗ Made in and shipped from Asia
- ✗ Shipping environmental costs are equivalent to one year of plastic bag use



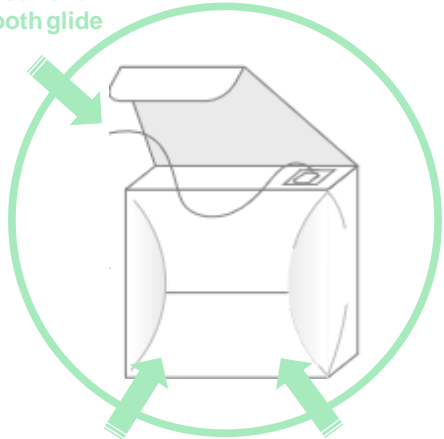
## Preserve toothbrush

*Outsourced production*

- ✗ Additional footprint created through shipping and buyback programs
- ✗ Recycled materials are not fully biodegradable
- ✗ Limited number of #5 recycling programs mean 80%-95% of handles end up in landfills

ALL PACKAGING IS  
**PLASTIC FREE**

Waxed for a  
smooth glide



Soft sponge  
floss for a  
gentle, deep  
clean

Tooth-friendly  
coconut oil &  
erythritol

**5 stars**

Amazon customer rating



### Luxurious Floss!

*"This floss is luxurious. I've honestly never been much of a flosser, but after buying this product I actually enjoy it. It is so so soft and gentle, and has a nice mild mint taste."*

## ORGANIC FLOSS

- Softer, safer, Organic floss protects sensitive gum tissue to help eliminate receding and bleeding gums
- Non-toxic, earth-friendly ingredients sourced directly from nature
- Plastic Free packaging ensures 100% recyclable or compostable end of life
- Coated in coconut oil and Cavity-fighting Erythritol proven better than Xylitol for overall oral health

### PRODUCT DETAIL

**Product Type:** Floss  
**Flavor:** Peppermint  
**Category:** Oral Care  
**MSRP** \$4.39  
**UPC:** 085178001869



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### PRODUCT DETAIL

**Product Type:** Floss  
**Flavor:** Clove Cardamom  
**Category:** Oral Care  
**MSRP** \$4.39  
**UPC:** 085178007211



# ORGANIC TOOTHPASTE

- Unique blend of plaque-fighting organic erythritol, nutrient-rich coconut water, calming chamomile flower, and a light, natural foam
- Provides the fresh-from-the-dentist feeling without any harmful additives
- Containers are handily travel sized and TSA compliant
- NEW LOOK! Rebrand to appeal to Millennial and Gen Y and to attract a more premium, conventional consumer



Makes my teeth feel really clean  
"Totally cleared up my bleeding gums. Keeps my mouth fresh and clean. All simple organic ingredients without fluoride."

- 1

**Color**

No artificial colors or dyes; gels have a muted natural color that varies by flavor
- 2

**Texture**

No unnecessary "filler" ingredients; fewer emulsifiers resulting in a slightly thinner texture
- 3

**Foam**

No chemicals like SLS, SLES or triclosan; sulfate-free gels have a very light, natural foam



**PRODUCT DETAIL**  
**Product Type:** Toothpaste  
**Flavor:** Mint Aloe Neem  
**Category:** Oral Care  
**Size:** 3 oz  
**MSRP** \$7.99  
**UPC** 085178005323  
**Item #** PSTA - 502



**PRODUCT DETAIL**  
**Product Type:** Toothpaste  
**Flavor:** Clove Cardamom  
**Category:** Oral Care  
**Size:** 3 oz  
**MSRP** \$7.99  
**UPC** 085178005361  
**Item #** PSTA - 506



**PRODUCT DETAIL**  
**Product Type:** Toothpaste  
**Flavor:** Dragon Fruit (Kids)  
**Category:** Oral Care  
**Size:** 3 oz  
**MSRP** \$7.99  
**UPC** 085178005347  
**Item #** PSTC- 504



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# A NEW LOOK TO ATTRACT PREMIUM CONSUMERS



## NEW LOOK!

A complete packaging rebrand of our organic toothpaste collection to appeal more towards the Millennial and Gen Y consumer target market and to attract a more premium, conventional consumer.

KEEP THOSE CANINES  
HEALTHY FOR LIFE



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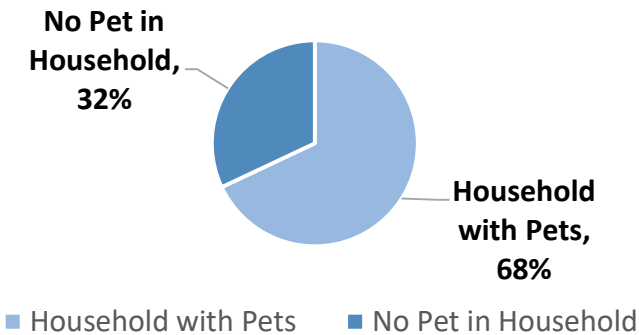
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# THE PET INDUSTRY

The pet industry has been experiencing **explosive growth**.

- Almost 85MM households have a pet = 68% of all households
- The US Pet has reached \$86B
- Millennials & Gen Z have embraced pet-ownership and apply their values to their pets

USA HOUSEHOLDS BY PET OWNERSHIP



Periodontal disease is the most common clinical condition among dogs



The best way to prevent dental disease is by  
**BRUSHING THEIR TEETH!**



# CANINE CARE

We're excited to bring you and your favorite canine an organic dental solution that will help keep those canines healthy for life. Our Organic Dental Solutions Kit includes the first USA-made certified organic pet tooth gel on the market today and a premium age-specific toothbrush perfect for those pearly canines.



COST: \$6.49   SRP: \$12.99   MARGIN: 50%



Organic Dental Solutions Kit, Puppy



Organic Dental Solutions Kit, Adult



Organic Dental Solutions Kit, Senior



USDA Organic Canine Gel Toothpaste



- Coconut Oil** Can help naturally whiten teeth and reduce bacteria
- Sweet Potato** Packed with Vitamin A for healthy skin, coat, and teeth
- Cinnamon Powder** Helps reduce bacteria and inflammation
- Olive Leaf Extract** Can help soothe inflamed gums
- Fennel Extract** Helps fight gingivitis
- Kelp Extract** Vitamins and amino acids to reduce plaque and tartar
- Salt** Helps reduce bacteria in the mouth and freshens breath
- Thyme Leaf Oil** Can help reduce tooth decay

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Thank You

SASKIA FOLEY  
CEO & PRESIDENT  
[saskia@madebyradius.com](mailto:saskia@madebyradius.com)  
917-446-8387

[madebyradius.com](http://madebyradius.com)